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Ideas... 4-H and YOUTH DEVELOPMENT



FEDERAL EXTENSION SERVICE U. S. DEPARTMENT OF AGRICULTURE
WASHINGTON D. C. 20250

U. S. DEPT. OF AGRICULTURE
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No. 76

December 12, 1963

Dear Co-workers:

Much of this letter was prepared during a most momentous time in Washington - a period filled with great tragedy, yet containing our annual day of Thanksgiving. This seems to be a most incongruous situation, yet it causes everyone to "take stock" of his own set of values. The global impact of it all makes one realize he is a citizen of the world.

The importance of our 4-H citizenship educational program was never in sharper focus. We can be thankful that we are associated with a program designed to help young people prepare for their tomorrows. Recent events re-emphasize the place of America in the family of nations. The ease and effectiveness of communication, the rapidity of transportation, made us all aware we face a new dawn in history. President Johnson, in his Thanksgiving message, asked that we "strive for a new greatness in America." Can 4-H accept the challenge of contributing positively to this new greatness by "Making the Best Better"?

FIFTIETH ANNIVERSARY OF COOPERATIVE EXTENSION

How often have you written, "In furtherance of the Acts of May and June, 1914"! The 50-year milestone is a very significant one and we will want to observe it in meaningful ways.

A few of the ways we are already thinking of include the Report-to-the-Nation booklet, observance at the Breakfast-with-Congress during National 4-H Conference, articles in Extension publications.

We will want to share your ideas for giving strong 50-year tie-in, emphasizing both accomplishments of the past and Extension's programs of tomorrow.

OUR TRAVEL PLANS

In October, Dr. Davis sent State Directors the roster of FES staff people available for field work. Those requests are now coming to us. We will do our best to fill the requests you have made even though our Division is short-handed at this time. It is always helpful to us when you are able to give us alternative dates so we can adjust our field travel to be most economical.

We will look forward to planning and working with you.

4-H-248 (12-63)

COOPERATING WITH LAND GRANT COLLEGES AND UNIVERSITIES

42ND NATIONAL 4-H CLUB CONGRESS

Again, National 4-H Club Congress made us proud to be working in such a dynamic and important youth effort. The young people who participated gave us renewed faith in tomorrow's leadership. The theme of "Citizenship in Action," was indeed appropriate, as also were the assembly themes, related to "Understanding the Changing American Community."

We appreciate the hard work that went into staging such an event. Sincere congratulations to the National 4-H Service Committee, the donors, State Leaders who took committee responsibility, and to the young people themselves.

YOUNG ADULT INSTITUTE FOR CIVIC LEADERSHIP

The National 4-H Center will be the site for a new program for young adults, 18-25 years of age. The first session of this experimental Young Adult Institute for Civic Leadership will be held February 23-29, 1964. The 4-H Club Foundation will conduct the program at the request of the Extension Service. The suggestions sent in by the States were very helpful to the planning committee.

The Institute will be open to selected older 4-H members, members of farm organization and cooperative youth groups, Extension young adult group participants and outstanding young adults in church and other organizational leadership positions.

Interested organizations and participants will look to State 4-H Club offices for information and coordination of plans. You will want to take the initiative in alerting groups in your State about the Institute. This will be a top-level opportunity for key young adult leadership. The setting in Washington, D. C., provides a unique opportunity for an educational program of stature.

The February session will be limited to 150 older youth. For this reason, early planning and reservations are essential. We hope you will name six to ten older youth and a group leader from your State. We anticipate that most participants will arrive by car. The 4-H Foundation is preparing detailed information. W. W. Eure will be Institute Coordinator.

RECREATIONAL ENTERPRISES

4-H Club work in its recreational programs--camping and social recreation--has a real responsibility and opportunity as we look ahead to developing income-producing recreation. In his October 8 letter, John A. Baker, Assistant Secretary of Agriculture, listed nine areas and educational responsibilities that should concern us at this time. These include:

1. Planning and holding training conferences and workshops for State Extension and other agency personnel as appropriate.

2. The preparation and publication of literature for the motivation and guidance of Extension workers and landowners in considering the opportunities for recreational enterprises.
3. Provision of leadership in developing demonstration enterprises as a basis for teaching interested landowners the techniques of operating recreation projects.
4. Demonstration tours and other educational programs for agency workers and landowners interested in the development of recreational enterprises.
5. Counsel and advice to individual landowners relative to their interests in establishing recreational land uses and enterprises.
6. Providing guidance and assistance to landowners in planning the management of recreational enterprises and the "marketing" of recreational services. (Such guidance will be based on the experience of successful operators in much the same fashion that farm management and marketing specialists aid farmers with their regular management and marketing problems.)
7. Evaluating the needs for information and assistance to local Extension personnel in planning educational programs concerning recreation.
8. Assisting landowners in organizing various types of cooperatives and associations for carrying out outdoor recreation activities.
9. Cooperation with agencies of USDA and other Federal and State agencies in providing technical educational services to landowners interested in establishment and management of recreational enterprises. This may include conducting management training workshops for the management of recreational enterprises.

INTERNATIONAL YOUTH MEETING - W.A.Y.

The General Assembly of the World Assembly of Youth will be held at the University of Massachusetts in Amherst, July 31 to August 12. Following the Assembly, there will be a number of post conference tours. It is expected there will be two or three tours for rural youth leaders. We will keep you advised of the itinerary of these tours as they are developed.

SOUTHERN REGIONAL COMMITTEE

The Regional Committee, appointed by Southern Directors, met in Chicago at Club Congress time. Serving on the committee are George S. Foster, chairman; Georgia Taylor, Margaret Gulley, Calvin S. Shirley, Woodrow W. Brown, Dewey S. Lantrip, Lloyd L. Rutledge, and William Skelton, director advisor.

HALM HEADS NACCA

James F. Halm of Saginaw, Michigan, was elected president of National Association of County 4-H Club Agents at its 17th annual meeting, held at the National 4-H Center in Washington.

The Conference program was centered around the theme of "Forward with Youth," featuring many outstanding speakers as well as business sessions. Workshop groups analyzed such topics as "4-H Our Business," "Looking at Our Resources," "Gearing Up for the Job," and "Selling 4-H." The University of Wisconsin has been selected as the site of the 1964 meeting.

4-H YOUNG MEN AND WOMEN COMMITTEE, NACAA

John Banning attended and brought back a very good report from the 4-H Young Men and Women Committee of the National Association of County Agricultural Agents. Much of their discussion was based on a national survey, on professional improvement and improving Extension work, to which they had over 1700 responses. Chairman Elroy E. Golden of Illinois has the help of four regional vice-chairmen.

FOUR-STATE YMW CONFERENCE

Three hundred young people participated in the conference at Jackson's Mill, themed to "Transition into Tomorrow". Five work groups were: Mate Selection and Marriage, Vocation-Jobs-Career Opportunities, What Happens in College, The Role of Youth in Political Parties and Community Citizenship, and Establishing Adult Relations with My Family.

Dates of the 1964 meeting are October 9-11.

EIGHT LEADER FORUMS FOR 1964

Dates are:

March 2 - 7	September 28 - October 3
March 9 - 14	October 5 - 10
April 6 - 11	October 19 - 24
May 4 - 9	October 26 - 31

The forums are specifically arranged for volunteer local leaders. Programs are designed to help the leaders better understand themselves and the young people they lead.

WELCOME HOME TO IFYE'S

Seventy returning delegates were guests of the Grocery Manufacturers of America for a "Welcome Home" luncheon, November 13, at the Waldorf-Astoria in New York City. Former Vice President Richard M. Nixon was featured speaker. This welcome home luncheon for IFYE's has been held annually since the program began in 1948. The 70 delegates who participated are the first returning young people of the 126 U. S. participants. They represented 31 States and visited 22 countries.

COMMUNITY SERVICE BY TEEN-AGE GROUPS

The Towers 4-H Volunteer Fire Fighters of Tulsa, Oklahoma, were one of four groups cited for top honors by Parents Magazine in the annual Youth Group Achievement Awards program. Many 4-H groups were in the other 191 who received certificates of honor. The Towers group was recognized for outstanding assistance to a local volunteer fire department.

NATIONAL SAFETY CONGRESS REPORT

Gayle Gillen, 4-H member of Sparta, Tennessee, was top best, in our estimation, at the general session of the National Safety Congress, Monday, October 28. Her 4-H background and the opportunity to represent all youth of the Nation in safety was a real thrill to Gayle as well as to those of us who had an opportunity of hearing her.

PLAN YOUR 1964 SAFETY PROGRAM

We have a copy of a letter written by Ray O. Darling, Public Relations staff of General Motors, in response to a question from a 4-H Club member. We liked his reply so much we want to share it with you:

"As to suggestions for a community safety day promotion, why not have a community safety day? For a theme, how about "Safest Day in _____ (Dawson)."

Encourage everyone in town to make that day a safe day. Try to say there are no traffic accidents, no fires, no accidents in the home, etc.

If your community (Dawson) could accomplish this for just one day, perhaps the publicity could encourage every day the safest day in _____ (year) in the community (Dawson).

If I know 4-H'ers, they don't need too many ideas from other people. Most of them have imagination in great abundance. I am sure your community safety program will be an outstanding one regardless of what you choose to do.

We appreciate your interest in writing and hope you will continue to work for safety every day."

POISON PREVENTION WEEK

National Poison Prevention Week campaign is being planned for 1964. It is suggested that councils utilize the principle of a locked medicine cabinet as a specific program activity for this year, 1963-64. This fits in ideally with our National safety emphasis on home chemical safety.

Plans for '64 are as follows: Two new speeches will be prepared--governor and mayor proclamations will be available. The editorial fact sheet will be continued along with ad mats and materials for radio and television. The flyer, "Lock Up Poisons--Prevent Tragedy," a council publication, can be reordered. A good film that was renewed was, "Children at Play with Poison," which will be among the materials available for the next observance of Poison Prevention Week. (This might be a good safety film to keep in mind for 1964 emphasis.)

READING IS THE KEY

The seventh annual National Library Week, April 12-18, will use "Reading Is the Key" as the theme. The four critical areas selected for emphasis are:

1. The attack on illiteracy through development of lifetime reading habits
2. The important economic and social role of State libraries
3. The many career opportunities the library profession offers
4. The urgent need for more and better school and academic libraries

"YOU AND THE LAW" BOOKLET FROM KIWANIS INTERNATIONAL

We took advantage of an opportunity to have Kiwanis International send you a copy of their booklet entitled, "You and the Law." It is accompanied by a leader's manual. You are, no doubt, aware of the fact that J. Edgar Hoover's recent report indicated that juvenile delinquency is increasing in rural areas faster percentage-wise than in urban areas. Kiwanis International will be telling you how you might get quantities of the booklet.

NEWSLETTER ON PHYSICAL FITNESS

We were able to send each State Leader a copy of the first issue of the newsletter which will be prepared and distributed at regular intervals by the President's Council on Physical Fitness. If you feel you would like to receive this regularly, be sure to so indicate to Dr. Simon McNeely, President's Council on Physical Fitness, GAO Building, Washington 25, D. C.

NEW PUBLICATION: PA-588 -- "Guiding 4-H Youth in Civil Defense -- A Leader's Manual"

A single copy of this new publication has been sent to each State 4-H Club office. The State supply ordered last spring has now been shipped to the State Publication Distribution officers. We will look forward to seeing 4-H Youth Development program progress in the Rural Civil Defense semi-annual reports as they are received from your State Civil Defense program leader.

GUIDES FOR ENRICHING 4-H PROGRAMS

Often special arrangements can be made for State Extension specialists to develop materials needed in the nationwide program. Two State staff members are currently preparing materials that will be of wide interest and use in project programs.

Geraldine Acker, Nutrition Specialist of Illinois, is working on a guide for increasing science emphasis in food preparation work with both adults and youth. Beginning February 3, Pauline Brimhall, Health Education Specialist of Florida, will come to USDA to work on a guide for 4-H health programming. In each case, the need for these materials was supported by 4-H program development committees.

Earlier, we mentioned that Gertrude Hoffman, Home Furnishings Specialist of Wisconsin, had spent a period at FES developing a guide called "Your 4-H Home Furnishings Program." This should be available for distribution about January 1. It includes suggestions from discussion by a special committee that met in New York City.

CLOTHING CONSUMER SELECTION

Charlotte Conaway has distributed copies of the Clothing Development Committee Report. In response to this committee's urgent request for work in the area of consumer selection in clothing, Eleanor Wilson will take an active role for our Division in discovering resources and developing program aids. She will be interested in working with States that have or contemplate emphasis in consumer work on clothing.

"LOOK AT YOUR FUTURE"

Still available are some additional copies of this excellent cartoon-style leaflet made for use with the filmstrip by the same name. It emphasizes careers and good grooming. At last check, the American Institute of Men's and Boys' Wear still had about 8,000 copies being held for 4-H requests. Write to Mr. Rion Bercovici, 1290 Avenue of the Americas, New York 19, New York.

The filmstrip is available through the National 4-H Supply Service. Norman Johnson agreed to handle it as a supply item so that it could be available to you in double frame. Most Extension workers have wanted the double frame size so they could cut the filmstrip and mount as slides. As you know, Mr. Johnson is also handling the "Tom, Dick and Harry" visuals for clothing work with boys--again as a courtesy to Extension workers.

REPRINT - TOWN AND COUNTRY BUSINESS

Federal Extension Service is planning to reprint needed educational materials relating to the 4-H Town and Country Business program. We urge that you check your supply and order needed copies. An alert has gone to your Director and Distribution Officer.

YEARBOOK OF AGRICULTURE - 1963

"A Place to Live--1963 Yearbook of Agriculture" portrays rural America today in a Nation that is becoming more urbanized and industrialized. Copies have been sent to Extension directors, State Extension RAD leaders, and each county office. Many of you will be particularly interested in studying this volume.

IBM MOVIE, "THE INFORMATION MACHINE"

This movie is three or four years old but we had not seen it until recently. It is interesting from the standpoint of both message and treatment. It shows in clever cartoon style man's progress since he discovered how to develop tools and to develop his skills for computation and his progress up to today's world of automation. We understand the film, which runs 12 minutes, won a prize at the film festival in Cannes.

You may want to check first with the IBM dealer in your area or write to Modern Talking Picture Service, Inc., 10 Rockefeller Plaza, New York 20, New York, the distributing agency.

WALLPAPER WORLD MAP USEFUL IN EXHIBITS

For international-type exhibits, you may be interested in a source of a wallpaper world map, which comes in two sections and when pasted to heavier material, makes a map 8 feet wide and 5 feet high. The source is Schmitz-Horning Company, 777 East 82nd Street, Cleveland 3, Ohio. The firm can possibly refer you to a wallpaper dealer in your own area. Other companies may be producing such wallpaper-type maps, but this is the only one with which we are now familiar.

NEWS OF OUR / CO-WORKERS /

C. Dean Allen, formerly of Michigan, is the new State 4-H Leader for the State of Washington. Dean has his doctorate from the University of Chicago.

Marcele A. Barelman, one of last year's 4-H fellows, has joined the State staff in her native Nebraska.

Martha A. Smith becomes Assistant State 4-H Club Leader in Mississippi, replacing Marilyn Purdie. She was formerly a county home demonstration agent.

William M. Garmon, becomes one of the District 4-H agents in North Carolina. He was formerly administrative management assistant.

George R. McArthur, formerly an assistant county agricultural agent, was appointed Area 4-H Club Leader in Texas.

New staff member at FES is Earl F. Pettyjohn, formerly of Arkansas. He is a RAD program leader.

Dr. Paul G. Adams, now heads the 4-H Peace Corps Project in Venezuela, and supervises 18 young men and women volunteers in promoting 5-V Club work. Dr. Adams was State 4-H Club Leader in Oklahoma before serving in foreign assignments in Nicaragua, Cuba, Morocco, and British Guiana.

Geraldine Fenn, Montana, 4-H, and Glenn Jones, State Training Leader, cooperated in a training program for the Ecuador Peace Corps group. The teaching plan which they developed is an excellent pattern for many other types of activities. Probably Gerry would share a copy of the plan for those who are particularly interested.

Two of the National 4-H Club Foundation staff are traveling. Warren Schmidt is working with five Latin American countries. Bob Weiss is on a six weeks' schedule to India, Cyprus, United Arab Republic, and Turkey.

We are pleased that Les Nichols of the 4-H Foundation is making some progress after his unfortunate accident. Several of our staff have had opportunities to give some assistance in Les' absence.

SHARING SOME OF THE GOOD IDEAS /
IN USE IN THE STATES /

ALABAMA - 4-H Public Speaking

Plans are under way for an expanded 4-H public speaking program. The State has had an essay and speaking program for 10 years with more than 2,000 members participating each year.

ALASKA - 4-H Course by Mail

Three regions have finished getting their returns on 4-H By Mail Correspondence Course. The material, tried in three different situations, proved to be helpful. The Agent serving in the Remote Area stated he did not realize how much the people wanted basic information on 4-H.

ARIZONA - Series of Depth Feature Stories

Each of the State's delegates to National 4-H Congress has been the subject of a feature story in depth. The stories stressed the leadership and citizenship learning experiences that related to the delegate's personal development. Several other States wrote similarly about their delegates.

IDAHO - Leadership Development

Nine northern Idaho counties joined forces for 4-H leadership development training, held November 13 and 14 at Moscow. Theme was "Climb to Leadership Potential". An important goal was to develop county leader training teams for each county.

KANSAS - "A New 4-H Look for Mid-Teens"

Annual Extension Conference participants heard an explanation of special program for older 4-H Club members in several Kansas counties. They agreed the new look will supplement the experiences of present 4-H Club members and attract some 15 to 17-year-old youth not now reached in traditional 4-H programs. Establishing a youth council, a planning or steering committee, was discussed as one of the important first steps.

LOUISIANA - Sweet Potato Marketing Tour

Six 4-H Club sweet potato growers accompanied a carload of Louisiana yams to Philadelphia and followed them through the complete marketing operation. Purpose of the experience was to demonstrate the value of proper cultural practices and better grading, handling, packaging and shipping.

MICHIGAN - Home Management Leader Training

County teams are urged for the January 14-15 home management training at Camp Kett. The team is suggested to include the agent in charge of youth work, the home agent if possible, the county project chairman (volunteer), plus one or two leaders in home management.

MICHIGAN - Training Laboratory for Leaders with Youth

Success of the 1963 Laboratory has prompted the scheduling of two such laboratories at Camp Kett this next year--one in January and the other in August. Each laboratory will be specifically tailored to the concerns of the participants. Twelve organizations were represented last year in a program focusing on: Cross-generational relationships, helping relationships with direct youth workers, relationships with colleagues, and relationships in the community.

OKLAHOMA - Training for Central Staff

The State supervisory staff and subject-matter specialists participated in a workshop to help them understand the youth audience and how to develop teaching materials for them. A two-day conference was programmed, followed by an additional day for special conferences.

PUERTO RICO - A Different Kind of Health Leaflet

Popular response is noted to a clever, cartoon-style booklet addressed to teen-age boys and stressing importance of grooming and sanitation to popularity.

RHODE ISLAND - 15th Annual Leadership Recognition

Friends of 4-H and 82 volunteer local leaders received special citations. Dr. Kenneth D. Wells, president of Freedoms Foundation keyed the event with a talk on "Patriotism and the New Three R's."

SOUTH CAROLINA - 4-H Electric Congress

The 14th Annual Congress enrolled about 85 senior 4-H Club boys and girls, selected by their counties. Local utility companies cooperated with Extension on the program features.

TENNESSEE - Camping Record

A record number of 10,000 young people have attended 4-H camps this summer. In addition to the usual 4-H camping season, some groups will hold week-end outings during the fall and winter and training conferences of various kinds will be held at district camping centers throughout the year.

VIRGINIA - Adult Leaders Conference

"As the Twig is Bent" was used effectively as the theme of an early November meeting held at the Patrick Henry Hotel in Roanoke, on the week end of November 1-3. The meeting is planned to help leaders gain information, exchange ideas and improve their skills. It also provides a time for presentation of recognitions to volunteer leaders.

WASHINGTON - Meal Preparation Event

Thirty-four teams entered an event where they cooked and served a meal for six, where cost per person could not exceed 80 cents for dinner and 55 cents for lunch. Each team was allowed 2½ hours to organize the kitchen, prepare and serve the meal and clean up. Evidence of knowledge of and skill with meal planning, preparation, poise, and management were all considered in rating the teams' abilities.

WISCONSIN - 4-H Foods Work at Housing Center

Pilot work was done with 22 teen-agers from a housing development in Milwaukee, under a plan jointly sponsored by the Milwaukee Department of Public Welfare and the Extension Service. The objective was two-fold: To teach the girls the principles of nutrition and what makes a good meal, and to help them learn basic skills in cookery.

WYOMING - "Enrollments, Completions, Leaders"

A graphic summary of 4-H progress for the years 1935-1965 is prepared as a situation and planning statement. Statewide progress is charted on many important factors. Percentage of potential reached, enrollment, and time of 4-H are also charted for individual counties.

WORDS OF SYMPATHY /

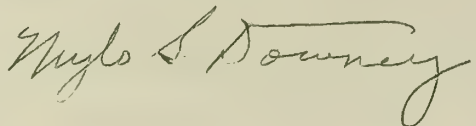
The National 4-H Club Foundation and our office have received many telegrams and letters of sympathy for the loss of our Nation's President from rural youth leaders and former IFYE's in other countries. We are grateful that the 4-H program is contributing to international concern and friendship between nations.

IN CLOSING /

As we close 1963 and look forward to the opportunities of another NEW YEAR OF SERVICE TO YOUTH we want you to know how much we appreciate your cooperation and your friendship. Our coworkers in Wisconsin recently quoted the "Nine Essentials to a Full and Contented Life" as outlined by Goethe. We would like to list those Nine Essentials as our wish for you in the period ahead:

"Health enough to make work a pleasure.
Wealth enough to support your needs.
Strength to battle with difficulties and
 overcome them.
Grace enough to confess your sins and
 overcome them.
Patience enough to toil until some good is
 accomplished.
Charity enough to see some good in your neighbor.
Love enough to move you to be useful and helpful
 to them.
Faith enough to make real the things of God.
Hope enough to remove all anxious fears concerning
 the future."

Sincerely yours,



Program Leaders:

Maurice L. Hill
V. Jos. McAuliffe (study leave)
Robert R. Pinches
Edgar A. Reeves, Jr.
Lloyd L. Rutledge (study leave)
Eleanor Wilson

Mylo S. Downey, Director
4-H and Youth Development

John W. Banning, Assistant Director
Fern S. Kelley, Assistant Director
(Editor of IDEAS)

ENCLOSURES